

FOR IMMEDIATE RELEASE  
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## **CAREAPP Brings Providers, Organizations and Clients Together to Improve Health Outcomes**

**Columbia, MD** – CAREAPP is a community-wide project led by Howard County Health Department to support healthy living beyond traditional healthcare settings. The project focuses on a client's economic and social conditions and reducing needs, such as transportation, food, education, employment, housing, and health access, to improve health outcomes.

CAREAPP operates on a web-based platform developed by Healthify, which features a live, searchable resource database, a needs assessment screening tool, a two-way referral tracking system and data analytics. It enables the network of partner organizations and providers to communicate in real-time, linking vulnerable clients to critical resources and support. "Our county agencies are always on the lookout for creative ways to improve services and outcomes for residents. Certainly, using technology offers new options for us to explore," said County Executive Allan H. Kittleman. "CAREAPP will open up new possibilities to help vulnerable residents in immediate need of critical services."

There are 27 community partners in the CAREAPP network, including private, public, government, and academic sectors, with more than 700 individual community providers recently trained to use the tool. "CAREAPP's community-wide partnership of providers are working together in a way that will improve the quality, coordination and efficiency of care being delivered, which saves money and creates value," adds Howard County Health Officer, Dr. Maura Rossman.

"The CAREAPP project is an innovative partnership with Healthify that cultivates a single care-management tool to ensure updated community resources, effective client referrals, and direct communication between Howard County agencies providing health-related social needs" said Elizabeth Menachery, M.D., Medical Director of Howard County Health Department and CAREAPP Project Director.

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The goals of CAREAPP are to improve a client's ability to receive needed social services, enhance care coordination between local agencies, increase both client and provider satisfaction with care coordination, identify unmet social and health needs in Howard County, and ultimately, to reduce health care costs for our population. Howard County Department of Community Resources and Services Director, Jacqueline Scott says, "CAREAPP allows our department to quickly find and connect our clients to critical resources and partners in real-time. This gives us the ability to engage our clients in the process with continuous support from providers along the way."

For more information about CAREAPP powered by Healthify and participating community partners, visit [www.hccareapp.org](http://www.hccareapp.org).

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### **About Healthify**

Powered by a mission to build a world where no one's health is hindered by their need, Healthify delivers a leading solution to enable healthcare organizations to find community services for their patients, track social needs across their population, and coordinate care with community-based services. As a partner to health plans, social service agencies, and provider networks working with Medicaid and Medicare members, Healthify enables integrated care to fulfill the promise of a value-based healthcare system. For more information, please visit [www.healthify.us](http://www.healthify.us), or connect with us on [LinkedIn](#), [Twitter](#) or [Facebook](#).